

NEWS RELEASE

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**NEW NINTENDO CONTROLLER ASSISTS THE
PHYSICALLY DISABLED WITH VIDEO GAME PLAY**

- Controller Endorsed by
National Spinal Cord Injury Association -

LAS VEGAS (January 6, 1990) - Inspired by an Oklahoma youngster with complete paralysis, Nintendo of America Inc. engineers have developed a controller for the Nintendo Entertainment System[®] (NES) that does not require the use of hand movements. This hands-free controller, dubbed the NES Hands Free,[™] works with all Nintendo[®] game paks, except those in the NES Zapper[®] (Light Gun) and NES Power Pad[™] series.

The NES Hands Free simulates a standard joystick or controller by use of a "sip and puff" tube. It requires a minimal amount of head or neck dexterity and moderate lung capacity and function. The controller has been designed so that it can be used with another NES Hands Free to allow for two-player games.

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NES Creates Hands-Free Controller

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The National Spinal Cord Injury Association (NSCIA) has endorsed the NES Hands Free for players of all ages, based on the therapeutic and entertainment value of video games in general, and on the ease-of-use and "enabling" nature of the NES Hands Free specifically. According to the NSCIA endorsement, "People with physical limitations throughout the country can now enjoy the therapeutic and entertainment value of video game play. The Hands Free controller requires a minimal amount of head and neck dexterity and can mentally challenge and excite players of all ages. People with disabilities can now mainstream because of this adaptive device. We commend Nintendo for its initiative in developing this adaptation to its popular game system. We hope that Nintendo's goodwill will set an industry standard."

Peter Main, Nintendo of America's vice president of marketing said, "Individuals who are unable to use the current controllers, while not a huge portion of the user population, are nevertheless some of the people who can derive the greatest benefits from video game play; and it is important to us that they are able to have the option of using and enjoying the Nintendo Entertainment System."

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NES Creates Hands Free Controller

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Those wishing to purchase an NES Hands Free controller can order them at Nintendo's cost directly from the company. Orders can be placed by calling 1-800-422-2602, or by writing to Nintendo at P.O. Box 97032, Redmond, WA, 98073-9732. The basic NES Hands Free costs \$120 plus shipping and any necessary tax; other configurations are also available.

Nintendo of America Inc. sells personal, home and arcade video games, in the United States. The Redmond, Washington-based company is the headquarters for the company's marketing operations in North America; and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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